

# 2026

# MEDIA KIT



50 Years Strong!



# SUPPLIER RELATED

Special Issues  
throughout the year

## Perks & Highlights

Contact your AT advertising sales representative for more info on perks, bonuses and upcoming editorial linking opportunities



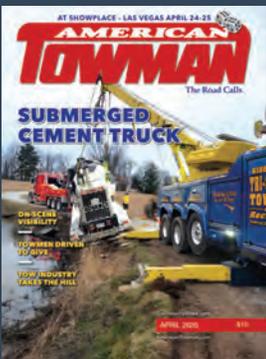
## JANUARY Towman of the Year

Readers find encouragement and incentive from industry players who've made their business or cause stand out and are recognized for their continued influence in the towing industry. This issue gets a prime spot on many shelves each year.



## FEBRUARY Expo Recap

Features an extended recap of the American Towman Expo. In 2026 this means a close up view of the AT Expo in Baltimore. From the Wrecker Pageant winners, to the March of the Heroes and more, readers will be exploring all the pics and recaps in these pages.



## MAY Buyers Report

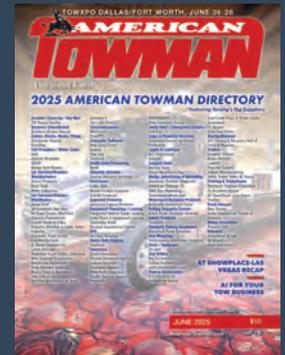
Company & product reviews always mean more coming from the end-users. AT's editors reach out to towers to get their opinions on the latest intel.

### Bonus Circulation Issues:

AT ShowPlace-Las Vegas: April & March  
TowXpo San Antonio: June & July  
AT Exposition Baltimore: October & November

## JUNE Supplier Directory

The most comprehensive buyers guide in the industry. Readers reference this issue all year long to keep tabs on the suppliers, services and equipment they need.



## OCTOBER Official AT Expo Program

Circulated to 43,000+ companies, this issue features coverage of the exhibits, seminars and events of the world's largest convention and trade show for the emergency road service industry.



## DECEMBER Product Showcase

This section highlights suppliers' products, websites or brochures and serves as a preview for the coming year, giving readers a taste of what's to come.



*American Towman is the only publication that receives bonus circulation at the three American Towman Expositions—including the world's largest convention and trade show for the emergency road service industry in Baltimore.*

# Welcome to American Towman

*Celebrating 50 Years Publishing!*

**First on the scene since 1977,**  
American Towman is towing's premier magazine,  
spanning six decades covering America's captains  
of industry in emergency road service.



*Known for its "hard news" approach,  
American Towman Magazine illuminates the challenges  
of the towing trade each month with its creative  
approach to issues critical to a towing operation.*

## Larger Than Towing

American Towman magazine (AT) is truly dedicated to the towing, recovery and emergency road service industry, and as such, has grown to be the leader in this industry, establishing trust and credibility among its readers. We are the foremost national trade magazine for the towing marketplace. 2026 marks our 50th year of publishing.

## Digital Circulation

We also go beyond the circulation in the mail and deliver our digital edition of the magazine to over 35,000 towing professionals. The current digital edition and archived issues are always available for readers at [itowman.com](http://itowman.com). Inside our digital edition each advertiser receives a hyperlink to their website from their advertisement.

## Social Media Exposure

33k+



9k+



## Highest Qualified Print Circulation

American Towman is the true business to business magazine and audited by Alliance for Audited Media (AAM) to show proof that we deliver what we promise which is blanketing the marketplace monthly to over 30,000 qualified readers.

## Recognized by the Wall Street Journal

American Towman Media was proudly featured on page one of The Wall Street Journal May 9, 2017. WSJ reported on the many and varied ways American Towman covers and is engaged with the tow industry.

## Editorial Experience

American Towman's editors and contributors feature more than 300 years of combined experience in writing and reporting. When it comes to recovery, towing, transportation, repossession and anything else needed in the auto aftermarket, American Towman's staff and contributors cover what readers need to know in each issue. Our writers have firsthand, longtime experience in running towing operations. American Towman Magazine provides in-depth editorial coverage of real-world tow operators and towing businesses.

## American Towman TV

The industry's first online TV program focusing on all aspects of the towing industry featured on [TowIndustryWeek.com](http://TowIndustryWeek.com)

When AT field writer George Nitti asked tower David Akins from Red River Wrecker Service, in Texarkana Fulton, AR whether he heard of American Towman Magazine, he said  
***"Are you kidding me? I read through each issue two or three times a month. It's the Bible of Towing."***



## TowIndustryWeek.com (TIW)

With over 16,000+ monthly views, 13,000 are unique visits: towing industry's first and only weekly e-magazine Tow Industry Week is the most visited website in the towing industry.

The weekly format allows us to connect to towing professionals regularly with hard news and important industry information with fresh daily reports. TIW is available online 24/7/365 and is delivered each week to our email database of over 35,000 towing professionals.

## American Towman Connects To The Industry Like No Other

- American Towman created the first statue to the towing professional, the bronze Towman Monument depicting a heroic scene (1999).
- American Towman commissioned the first Mural dedicated to the tow professional "Lifelines" hand painted and spanning a city-block (2002).
- American Towman commissioned The Towman Chopper "Hero" - the first towing-themed motorcycle (2008).
- American Towman debuts the Towman Ballad "The Road Calls"—the first published song championing the everyday tower who rises to heroism (2015).
- American Towman co-funded The Spirit Ride, a non-profit initiative that successfully raised awareness by drawing media attention to the Slow Down Move Over Laws and the dangers all first responders face (2017).

## American Towman Uniquely Recognizes The Towman

American Towman created the following recognition programs all highlighting different contributions of the tow professional to the motoring public.

- **ACE Awards** - Recognizing service excellence: nominated by leading motor clubs and call providers (since 1993).
- **Towman Order** - Recognizing dedication to their communities and professionalism of the trade —nominated by Police Chiefs and Fire Chiefs (since 2011).
- **Towman Medal** - Honoring a towing professional's heroism, for risking their life in an endeavor to save another (since 1989).

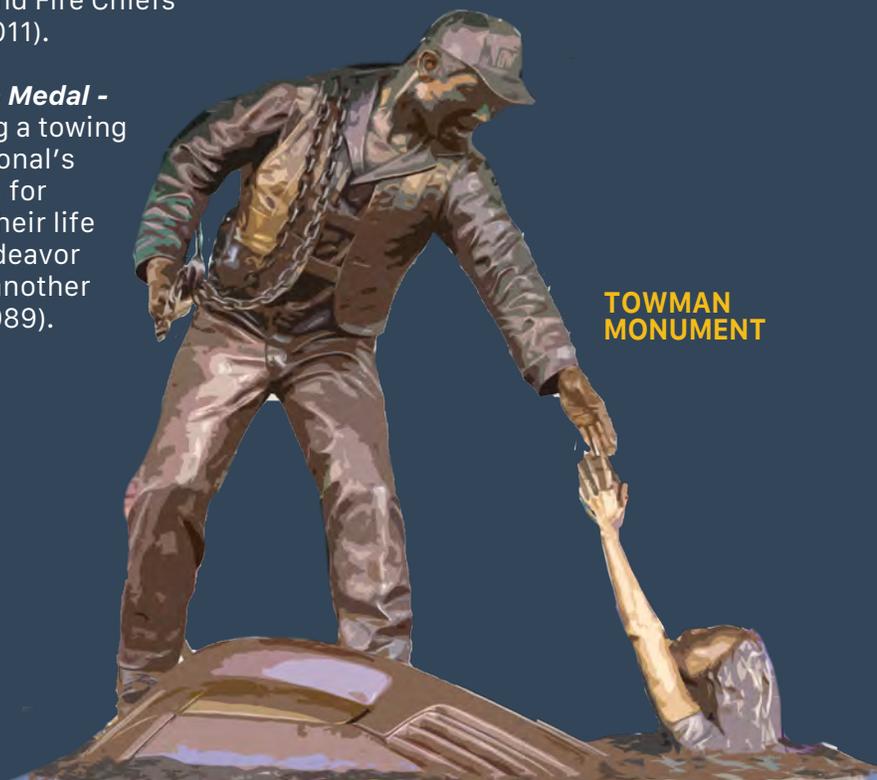
## Face-to-Face Marketing Through The Largest Towing Expositions

American Towman produces the industry's premier Exposition each year—

- American Towman Exposition at the Baltimore Convention Center
- TowXpo in San Antonio, Texas
- The American Towman ShowPlace in Las Vegas, Nevada.

American Towman magazine is the only publication that receives bonus circulation to all attendees at our expositions.

**AMERICAN  
TOWMAN**



# Editorial Staff

---



Editor-in-Chief **Steve Calitri** has 30-plus years experience in the towing and trucking industries. Steve cofounded the national Spirit Ride campaign publicizing Move Over laws and tower safety to the motoring public, created the Towman Medal honoring towers for heroism and the Towman Monument. In 2003, Steve was inducted into the International Towing and Recovery Hall of Fame in Chattanooga, Tennessee, for his contribution to the towing industry.



Operations Editor **Randall C. Resch** is a 2014 inductee into the International Towing and Recovery Hall of Fame. He has been in the towing and recovery industry for more than 40 years as an owner, manager, consultant and trainer. He is a retired California police officer and also writes bi-weekly columns for [TowIndustryWeek.com](http://TowIndustryWeek.com).



Contributing Editor **Brian J. Riker** is a third-generation towman with 30+ years of experience in the ditch as a tow operator and company owner. As President of Fleet Compliance Solutions, he specializes in safety education while helping fleet operators navigate the complex world of Federal and State transportation regulatory compliance. He can be reached at [brian@yourdotguy.com](mailto:brian@yourdotguy.com)



**Larry Oxenham** is one of America's top asset protection experts, having helped thousands of professionals achieve financial peace of mind by teaching them how to properly structure their assets for lawsuit protection and tax reduction. He has authored and co-authored several articles and books on the subject including *The Asset Protection Bible* and *How to Achieve Financial Peace of Mind through Asset Protection*. Larry Oxenham is a nationally recognized speaker who has trained thousands of professionals at hundreds of conventions, conferences and seminars across the country.



Municipal Editor **Bobby Tuttle** has been involved in the towing and recovery industry since 1977 and worked at almost all job positions possible, from entry-level operator to field management and administration. A majority of his experience has been providing Traffic Incident Management response in San Antonio, Texas. He founded Complete Incident Response Training in 2003 to provide training and consulting services to both the towing industry and the first responder community. He also serves as the Incident Manager for the San Antonio Police Department towing contract.



**Steve Temple** has many years of experience as an automotive photojournalist and editor of numerous magazines, both consumer and trade. He has a passion for diesel engines, and one of his personal rigs is a one-ton Dodge dually with an upgraded Cummins turbodiesel, often used for both towing and hauling.



Field Editor (West) **Terry Abejuela** has 40 years of experience in towing and recovery, specializing in light-duty operations. After working as a light-duty tow operator for five years, he was hired as a Tow and Service Instructor by the Automobile Club of Southern California in 1982. He has been a light-duty Level 1 instructor for the California Tow Truck Association since 1998.



Contributing Editor **Paul Stephens** is a towing industry trainer with more than 34 years of towing experience. He has served as a consultant for many automobile manufacturers, equipment manufacturers, and companies for service provider education, towability and road service procedures.



**George L. Nitti** has written for *American Towman* since 2009. He started out as a news writer and now writes a weekly feature on [TowIndustryWeek.com](http://TowIndustryWeek.com), *Tow Illustrated*, which spotlights the tow truck graphics.



**Stephanie Marchese** is a contributing writer and copy editor for *American Towman* magazine, drawing on valuable skills honed from years in book publishing. With a passion for clear storytelling and in-depth industry coverage, Stephanie brings a keen editorial eye and a dedication to giving tow professionals a voice in the industry's leading trade publication.



**Brian E. Walters** is a transportation attorney in Austin, Texas. After working for a large legal firm, he founded The Walters Firm in 2009. Mr. Walters' practice now focuses exclusively on heavy-duty towing, crash recovery, and hazmat payment disputes involving brokers, motor carriers, property damage, physical damage, and cargo insurance carriers. Mr. Walters is a published author on Texas towing, recovery, and storage law and regulation. He has worked with Southwest Tow Operators on a pro-bono basis each legislative session for the past eight years, traveling to the capitol and meeting with members of the house and senate to protect towing companies and VSFs fight for laws that help the industry.

---

## The Industry's Media & Publishing Leaders

# Departments



## TOWING SAFETY

Stay safe out there! From distracted drivers to hazmat scenarios and dangerous customers to complicated recoveries, our writers add tips and advice on what to look for as you keep your head on a swivel to return home safe every day.



## TOW BOSS

This column advises owners and managers on the best practices to keep operations running smoothly on the streets, in the yard and in the office. It covers management topics from a variety of angles and gives readers something to contemplate in each issue.



## TOWING TECHNOLOGY

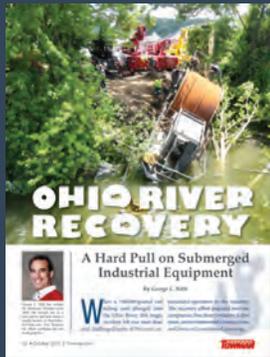
Covers the latest engineering developments in the towing industry that enhance both safety and efficiency in the field. Topics range from new wrecker designs to fleet management software, along with specialized rigging equipment and traffic control equipment.



## TOW MANAGER

Managing operators. Managing training. Managing customers (and complaints). Managing budgets. Managing office staff and software. Managing HR concerns, pay, time-off requests, schedules, and more. Managing fleets and equipment. Everything that managers and owners oversee gets touched on regularly in American Towman.

## RECOVERY FEATURES



American Towman and TowIndustryWeek.com feature the most articles showing the tough and complicated work towers are doing in the field. Whether it's semis in a median, planes off the runway, combines stuck in muck, cars in rushing rivers and more, AT has covered it all. Recoveries from our readers are a mainstay of what we share.



## ROAD TOOLS & ZOOM IN

These anchor pages showcase new products, tools and equipment from the suppliers to the industry.



## AN AMERICAN TOWMAN

This department profiles towers of distinction, men and women who set a fine example of service and dedication to the towing industry. Their personal history and remarkable recovery efforts are chronicled, along with contributions to the local community.



## CLASSIC WRECKER

A fond look back at the rich history of tow trucks, and significant developments in towing technology. Many of these beautifully restored classic wreckers are trophy winners in the Vintage Class of American Towman's Wrecker Pageant.



## MY BABY

Towers spend lots of money, time and love on the appearance of their vehicles or trucks, from light to heavy, get the utmost attention to detail on paint and graphics, chrome, shiny wheels and tires for the street and shows. Each month features some of the best-looking wreckers out there, both new and old.



## HANDS-ON TECH

This department focuses on tow truck operations and maintenance, and proper use of tools, equipment and new gear.

# Rate Card

## Advertising Information

### DISPLAY ADS\*

4 COLOR RATES	1X	3X	6X	12X
Full Page	3980	3870	3760	3540
1/2 Page Island	2490	2410	2360	2170
1/2 Page	2285	2225	2195	2015
1/3 Page	1640	1600	1540	1440
1/4 Page	1295	1265	1200	1135
1/6 Page	900	865	845	805

### COVERS: 4 COLOR PROCESS ONLY

RATES	1X	3X	6X	12X
Cover 2	5390	5080	4800	4490
Cover 3	4660	4400	4150	3890
Cover 4	5950	5650	5390	5140

### INSERTS

Direct Response Card

CALL FOR QUOTES

Tip-In

### CLASSIFIED ADS: TOWMAN'S MARKET

#### RATES

1"	\$125
2"	\$225
3"	\$325

- Classified ads must be prepaid
- Space reservation is due by the first of the preceeding month
- All classified rates are net

1" Classified Ad  
2.25"W x 1"H

3" Classified Ad  
2.25"W x 3"H

2" Classified Ad  
2.25"W x 2"H

NOT ACTUAL SIZE



For Additional Production Information:  
Anne Ruzsilla, Art Director  
anne@towman.com

### PRODUCTION DETAILS:

Printed Web Offset  
Cover 80 lb.  
Inside 40 lb.  
Perfect Bound

Reproduction Requirements  
DPI: 300 minimum  
PDF: Hi-Res CMYK with font embedded  
FTP: Call for instructions and permission

### AD SPECIFICATIONS\*\*:

#### FULL PAGE WITH BLEED



8.375" x 11.125"

#### IMPORTANT FULL PAGE SPECIFICATIONS:

Live Area  
7.125" x 9.625"

Trim Size  
8.125" x 10.875"

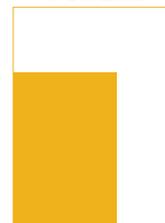
Bleed  
.125" on all sides

#### 1/2 HORIZONTAL



7.125" x 4.75"

#### 1/2 ISLAND



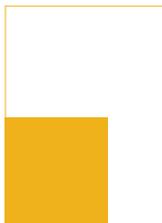
4.5" x 6.75"

#### 1/2 VERTICAL



3.5" x 9.625"

#### 1/3 BLOCK



4.5" x 4.75"

#### 1/3 HORIZONTAL



7.125" x 3.25"

#### 1/3 VERTICAL



2.25" x 9.625"

#### 2/3 HORIZONTAL



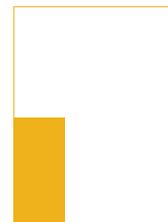
7.125" x 6.75"

#### 2/3 VERTICAL



4.5" x 9.625"

#### 1/6 VERTICAL



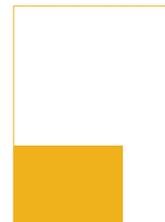
2.25" x 4.75"

#### 1/6 HORIZONTAL



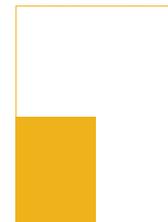
4.75" x 2.25"

#### 1/4 HORIZONTAL



4.75" x 3.5"

#### 1/4 VERTICAL



3.5" x 4.75"

\*\* Illustrations are for visual example. They are drawn to scale, but are not actual size.

# Deadlines

## Advertising Information

800-Read-tow  
(800-732-3869) ext. 213  
Digital edition: itowman.com

ISSUE DATE	SPACE CLOSE	MATERIAL CLOSE	MAIL DATE
January	December 8	December 12	December 29
February	January 9	January 15	January 30
March	February 6	February 13	March 3
April	March 6	March 13	March 31
May	April 9	April 15	April 27
June	May 8	May 15	June 1
July	June 8	June 12	June 30
August	July 8	July 15	July 28
September	August 7	August 14	August 28
October	September 11	September 17	September 29
November	October 9	October 16	October 29
December	November 6	November 13	December 3

### WHY AMERICAN TOWMAN?

- American Towman is the true business-to-business magazine and audited by Alliance for Audited Media  to show proof that we deliver what we promise which is blanketing the marketplace monthly to over 30,000 qualified readers.
- We also go beyond the circulation in the mail and deliver our digital edition of the magazine to over 35,000 towing professionals. The current digital edition and archived issues are always available for readers at itowman.com. Inside our digital edition each advertiser receives a hyperlink to their website from their advertisement.
- With over 16,000 monthly visitors of which over 13,000 are unique visits: towing industry's first and only weekly e-magazine Tow Industry Week is the most visited website in the towing industry.

### ADVERTISING SALES 800-732-3869

Dennie Ortiz ext. 213  
Ellen Rosengart ext. 203  
Peggy Calabrese ext. 202  
Jimmy Santos ext. 204

dortiz@towman.com  
erosengart@towman.com  
peggy@towman.com  
jimmy@towman.com

### \*COMMISSIONS:

Recognized agencies receive a 15% commission on display advertising reserved through insertion order or contract when payment is made within 30 days of invoice date. No commission will be allowed after that date. Terms are net 30 days from date of invoice. No cash discounts are permitted. First time advertisers must pre-pay the initial month's ad. All classified rates are net.





**Alliance for Audited Media**  
TRANSACTION WITH TRUST



**B2B Media**

**Publisher's Statement**

6 months ended June 30, 2025

Subject to Audit

**Field Served:**

AMERICAN TOWMAN serves companies related to the towing/recovery industry.



[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION		30,011	
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	844	Qualified Nonpaid Individual - Print	29,167
<b>Total Average Qualified Paid Circulation</b>	<b>844</b>	<b>Total Average Qualified Nonpaid Circulation</b>	<b>29,167</b>

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	2,544
<b>Total Average Nonqualified Circulation</b>	<b>2,544</b>

CIRCULATION BY ISSUES			
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Jan	870	29,138	30,008
Feb	858	29,152	30,010
Mar	851	29,161	30,012
Apr	839	29,178	30,017
May	826	29,185	30,011
Jun	820	29,189	30,009

**BUSINESS ANALYSIS**

Classification by Business & Industry		Total	%	Qualified Paid & Nonpaid - Print	Classification by Job Title						
					Owner/ President/ Co-Owner/ Partner	Vice President/ Manager	Supervisor	Dispatcher	Driver/ Operator	Other titled personnel	Non-titled personnel
1.	Companies related to the towing/recovery industry	30,011	100.0	30,011	23,820	3,917	9	17	141	548	1,559
	<b>Subtotal</b>	30,011	100.0	30,011	23,820	3,917	9	17	141	548	1,559
	<b>Percent</b>	100.0		100.0	79.4	13.1	0.0	0.1	0.5	1.8	5.2
	Other Paid Circulation:										
	Subscriptions										
	Single Copy Sales										
	<b>Total Qualified Circulation</b>	30,011	100.0	30,011							
	<b>Percent</b>	100.0		100.0							

<b>SOURCE ANALYSIS</b>				
<b>Source</b>	<b>Print</b>	<b>Digital</b>	<b>Total</b>	<b>Percent</b>
<b>Total Direct Request From Recipient</b>	<b>826</b>		<b>826</b>	<b>2.8</b>
<b>Total Direct Request From Recipient's Company</b>				
<b>Total Communication Other Than Request</b>				
Membership Benefit				
Business Directories				
Lists	29,185		29,185	97.3
Acquired Circulation				
Other Sources				
<b>Total Qualified Subscriptions</b>	<b>30,011</b>		<b>30,011</b>	<b>100.0</b>
<b>Percent</b>	<b>100.0</b>		<b>100.0</b>	
Single Copy Sales				
<b>Total Qualified Circulation</b>			<b>30,011</b>	

<b>GEOGRAPHIC ANALYSIS</b>			
<b>State</b>	<b>Qualified Paid - Print</b>	<b>Qualified Nonpaid - Print</b>	<b>Total</b>
Alabama	17	468	485
Arizona	10	406	416
Arkansas	9	373	382
California	47	2,629	2,676
Colorado	15	351	366
Connecticut	14	304	318
Delaware	10	76	86
District of Columbia		19	19
Florida	28	1,450	1,478
Georgia	18	834	852
Idaho	1	182	183
Illinois	24	925	949
Indiana	21	556	577
Iowa	10	340	350
Kansas	11	248	259
Kentucky	15	420	435
Louisiana	6	437	443
Maine	6	157	163
Maryland	20	446	466
Massachusetts	20	504	524
Michigan	19	753	772
Minnesota	10	415	425
Mississippi	4	289	293
Missouri	19	535	554
Montana	10	147	157
Nebraska	6	191	197
Nevada	6	232	238
New Hampshire	9	157	166
New Jersey	38	597	635
New Mexico	4	178	182
New York	59	1,125	1,184
North Carolina	31	942	973
North Dakota	3	95	98
Ohio	33	967	1,000
Oklahoma	8	394	402
Oregon	11	392	403
Pennsylvania	81	1,271	1,352
Rhode Island	5	73	78
South Carolina	6	641	647
South Dakota	5	98	103
Tennessee	2	644	646
Texas	39	5,018	5,057
Utah	4	234	238
Vermont	5	109	114
Virginia	34	726	760
Washington	5	744	749
West Virginia	8	184	192
Wisconsin	23	572	595
Wyoming	6	80	86
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>795</b>	<b>28,928</b>	<b>29,723</b>
Alaska	2	65	67
Hawaii	3	118	121
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>5</b>	<b>183</b>	<b>188</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>800</b>	<b>29,111</b>	<b>29,911</b>
Poss. & Other Areas	1	4	5
<b>U.S. &amp; POSS., etc.</b>	<b>801</b>	<b>29,115</b>	<b>29,916</b>
Canada	21	47	68
International	4	23	27
Military or Civilian Personnel Overseas			
<b>Total International</b>	<b>25</b>	<b>70</b>	<b>95</b>
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>826</b>	<b>29,185</b>	<b>30,011</b>

## NOTES

Price Data	Basic Prices
Basic Price Subscriptions	1 yr. \$60.00

**Definition of Recipient Qualification:**

Qualified recipients include: Owners, Presidents, Co-Owners, Partners, Vice Presidents, Managers, Supervisors, Dispatchers, Driver/Operators, and other titled and non-titled personnel.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Source Analysis Reporting :** Includes both paid and nonpaid circulation.

**Analyzed Issue:** The information in Business Analysis; Source Analysis; and Geographic Analysis is from an analysis of the May issue.

---

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

**Frequency:** Monthly  
**Format:** Standard

**Established:** 1977  
**AAM Member Since:** 2023  
**Member #:** 06-3021-8  
**Class:** AUTOMOTIVE

Parent Company: American Towman Media

DENNIE ORTIZ  
President

RICHARD THORNTON  
Circulation Consultant

**Published by:**  
American Towman Media  
2 Overlook Drive Suite 5  
Warwick, NY 10990  
T: (845) 986-4546  
americantowman.com